

**9.) APPENDIX**

*Renumbered Claims*

1 45. A method for initiating fulfillment of a consumer order in a system where a consumer communicates with an order fulfillment center, the method comprising the steps of:

storing data in at least one database, the data including a plurality of recipient data records for said customer, each of said customer's recipient data records containing data which defines a recipient;

linking the recipient data with social expression card data, containing data which defines at least one social expression card, thereby forming linked data to facilitate the on-going management, selection, and delivery of social expression cards; and

providing a customer interface to permit said customer to access the data to permit said customer to initiate the delivery of social expression cards by said order fulfillment center to a plurality of said recipients.

2 46. The method for initiating fulfillment of a consumer order of claim 45 further comprising the step of:

providing said customer with data indicative of a plurality of methods by which delivery of said social expression card to a recipient can be effected.

3 47. The method for initiating fulfillment of a consumer order of claim 46 further comprising the steps of:

receiving data from said customer indicative of a one of said plurality of methods of delivery selected by said customer; and

providing said customer with an indication when said selected method of delivery fails to effect delivery of said social expression card to said recipient by a delivery date indicated by said customer.

4 48. The method for initiating fulfillment of a consumer order of claim 45 further comprising the step of:

providing said customer with data indicative of a plurality of gifts which may be included with said social expression card; and

wherein said step of providing a customer interface permits said customer to initiate the delivery of at least one of said plurality of gifts by said order fulfillment center to at least one of said plurality of said recipients.

5 <sup>4</sup> 49. The method for initiating fulfillment of a consumer order of claim 48 further comprising the step of:

receiving data from said customer indicative of said at least one of said plurality of gifts selected by said customer; and

scheduling delivery of said social expression card and said selected gift in coordination with a customer defined delivery date.

6 <sup>1</sup> 50. The method for initiating fulfillment of a consumer order of claim 45 wherein said step of linking comprises:

enabling selection of multiple social expression cards for a single recipient, said multiple social expression cards being for at least two occasions.

7 <sup>6</sup> 51. The method for initiating fulfillment of a consumer order of claim 50 further comprising the step of:

enabling said customer to select delivery dates for each of said multiple social expression cards.

8 <sup>1</sup> 52. The method for initiating fulfillment of a consumer order of claim 45 wherein said step of linking comprises:

enabling selection of an individually selected social expression card for each of a plurality of recipients.

9 <sup>8</sup> 53. The method for initiating fulfillment of a consumer order of claim 52 further comprising the step of:

enabling said customer to select delivery dates for each of said individually selected social expression cards.

10 <sup>1</sup> 54. The method for initiating fulfillment of a consumer order of claim 45 wherein

Serial No.: 09/525,491

Appeal Brief

Page 32 of 38

201955v1

said step of linking comprises:

enabling selection of a single social expression card for a mailing list of recipients for single occasion.

11 ~~55~~ 55. The method for initiating fulfillment of a consumer order of claim ~~54~~<sup>10</sup> wherein said step of storing data comprises:

managing said plurality of recipient data records for said customer in at least one mailing list representative of a subset of said plurality of recipient data records for said customer.

12 ~~56~~ 56. The method for initiating fulfillment of a consumer order of claim ~~54~~<sup>10</sup> wherein said step of storing data comprises:

importing a plurality of recipient data records for said customer into said database from an external source of data records.

13 ~~57~~ 57. A system for initiating fulfillment of a consumer order in a system where a consumer communicates with an order fulfillment center, comprising:

means for storing data in at least one database, the data including a plurality of recipient data records for said customer, each of said customer's recipient data records containing data which defines a recipient;

means for linking the recipient data with social expression card data, containing data which defines at least one social expression card, thereby forming linked data to facilitate the on-going management, selection, and delivery of social expression cards; and

means for providing a customer interface to permit said customer to access the data to permit said customer to initiate the delivery of social expression cards by said order fulfillment center to a plurality of said recipients.

14 ~~58~~ 58. The system for initiating fulfillment of a consumer order of claim ~~57~~<sup>13</sup> further comprising:

means for providing said customer with data indicative of a plurality of methods by which delivery of said social expression card to a recipient can be effected.

14

15 ~~59~~. The system for initiating fulfillment of a consumer order of claim ~~58~~ further comprising:

means for receiving data from said customer indicative of a one of said plurality of methods of delivery selected by said customer; and

means for providing said customer with an indication when said selected method of delivery fails to effect delivery of said social expression card to said recipient by a delivery date indicated by said customer.

13

16 ~~60~~. The system for initiating fulfillment of a consumer order of claim ~~57~~ further comprising:

means for providing said customer with data indicative of a plurality of gifts which may be included with said social expression card; and

wherein said means for providing a customer interface permits said customer to initiate the delivery of at least one of said plurality of gifts by said order fulfillment center to at least one of said plurality of said recipients.

16

17 ~~61~~. The system for initiating fulfillment of a consumer order of claim ~~60~~ further comprising:

means for receiving data from said customer indicative of said at least one of said plurality of gifts selected by said customer; and

means for scheduling delivery of said social expression card and said selected gift in coordination with a customer defined delivery date.

13

18 ~~62~~. The system for initiating fulfillment of a consumer order of claim ~~57~~ wherein said means for linking comprises:

means for enabling selection of multiple social expression cards for a single recipient, said multiple social expression cards being for at least two occasions.

18

19 ~~63~~. The system for initiating fulfillment of a consumer order of claim ~~62~~ further comprising:

means for enabling said customer to select delivery dates for each of said multiple

- social expression cards.

20 ~~64~~ <sup>13</sup> The system for initiating fulfillment of a consumer order of claim ~~57~~ wherein said means for linking comprises:

means for enabling selection of an individually selected social expression card for each of a plurality of recipients.

21 ~~65~~ <sup>20</sup> The system for initiating fulfillment of a consumer order of claim ~~64~~ further comprising:

means for enabling said customer to select delivery dates for each of said individually selected social expression cards.

22 ~~66~~ <sup>13</sup> The system for initiating fulfillment of a consumer order of claim ~~57~~ wherein said means for linking comprises:

means for enabling selection of a single social expression card for a mailing list of recipients for a single occasion.

23 ~~67~~ <sup>22</sup> The system for initiating fulfillment of a consumer order of claim ~~66~~ wherein said means for storing data comprises:

means for managing said plurality of recipient data records for said customer in at least one mailing list representative of a subset of said plurality of recipient data records for said customer.

24 ~~68~~ <sup>22</sup> The system for initiating fulfillment of a consumer order of claim ~~66~~ wherein said means for storing data comprises:

means for importing a plurality of recipient data records for said customer into said database from an external source of data records.

25 ~~69~~ A system for initiating fulfillment of a consumer order in a system where a consumer, using a terminal device, communicates with an order fulfillment center via a communication network, said order fulfillment system comprising:

database means for storing data, said data including a plurality of recipient data

records for said customer, each of said customer's recipient data records containing data which defines a recipient;

data linking means for linking the recipient data with social expression card data, containing data which defines at least one social expression card, thereby forming linked data to facilitate the on-going management, selection, and delivery of social expression cards; and

customer interface means for providing said customer with access to said data to permit said customer to initiate the delivery of social expression cards by said order fulfillment center to a plurality of said recipients.

26 <sup>25</sup> 70. The order fulfillment system of claim ~~69~~ further comprising:

order delivery means for providing said customer with data indicative of a plurality of methods by which delivery of said social expression card to a recipient can be effected.

27 <sup>26</sup> 71. The order fulfillment system of claim ~~70~~ further comprising:

delivery mode means for receiving data from said customer indicative of a one of said plurality of methods of delivery selected by said customer; and

customer alert means for providing said customer with an indication when said selected method of delivery fails to effect delivery of said social expression card to said recipient by a delivery date indicated by said customer.

28 <sup>25</sup> 72. The order fulfillment system of claim ~~69~~ further comprising:

gift selection means for providing said customer with data indicative of a plurality of gifts which may be included with said social expression card; and

wherein said customer interface means permits said customer to initiate the delivery of at least one of said plurality of gifts by said order fulfillment center to at least one of said plurality of said recipients.

29 <sup>28</sup> 73. The order fulfillment system of claim ~~72~~ further comprising:

gift selection means for receiving data from said customer indicative of said at least one of said plurality of gifts selected by said customer; and

gift delivery means for scheduling delivery of said social expression card and said selected gift in coordination with a customer defined delivery date.

30 ~~74~~ <sup>25</sup> The order fulfillment system of claim ~~69~~ wherein said data linking means comprises:

multiple card order means for enabling selection of multiple social expression cards for a single recipient, said multiple social expression cards being for at least two occasions.

31 ~~75~~ <sup>30</sup> The order fulfillment system of claim ~~74~~ further comprising:

card scheduling means for enabling said customer to select delivery dates for each of said multiple social expression cards.

32 ~~76~~ <sup>25</sup> The order fulfillment system of claim ~~69~~ wherein said data linking means comprises:

multiple card order means for enabling selection of an individually selected social expression card for each of a plurality of recipients.

33 ~~77~~ <sup>32</sup> The order fulfillment system of claim ~~76~~ further comprising:

card scheduling means for enabling said customer to select delivery dates for each of said individually selected social expression cards.

34 ~~78~~ <sup>25</sup> The order fulfillment system of claim ~~69~~ wherein said data linking means comprises:

multiple card order means for enabling selection of a single social expression card for a mailing list of recipients for a single occasion.

35 ~~79~~ <sup>34</sup> The order fulfillment system of claim ~~78~~ wherein said database means comprises:

mailing list means for managing said plurality of recipient data records for said customer in at least one mailing list representative of a subset of said plurality of recipient

data records for said customer.

35

36 80. The order fulfillment system of claim 79 wherein said means for storing data comprises:

data transfer means for importing a plurality of recipient data records for said customer into said database from an external source of data records.